

April 1997

Rumors

Katina Strauch
Against the Grain

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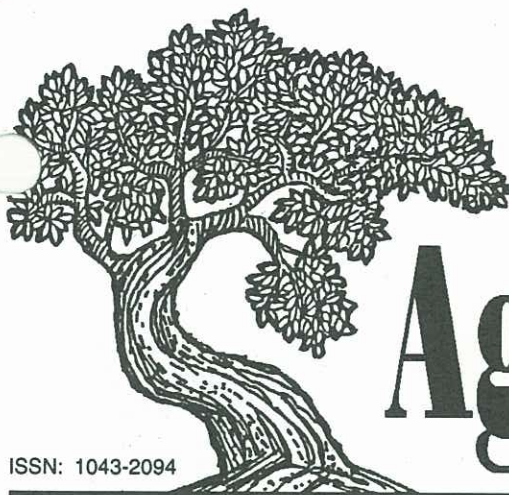


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Against the Grain

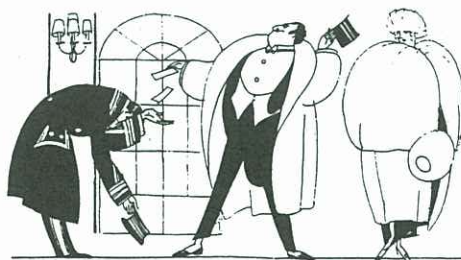
"Linking Publishers, Vendors and Librarians"

ISSN: 1043-2094

Money Talks But Can It Listen? — How We Found Out What Our Faculty Really Read

by **Robin Lent** (Collection Development Librarian, 603-862-4513) <rslent@hopper.unh.edu>
Louise A. Buckley (Reference Librarian, 603-862-1435, lbuckley@hopper.unh.edu)
and **David Lane** (Biological Sciences Librarian, 603-862-3718) <dml2@hopper.unh.edu>
University of New Hampshire Library, University of New Hampshire, Durham, NH 03824.

Anyone who has to prepare a budget for Library materials knows that feeling of wondering if this is going to be the year when it isn't going to work. There will be no money for monographs; invoices will pile up. The Administration will be furious and the faculty will hate us. How will we stretch the budget to cover everything, preferably without canceling anything? At the University of New Hampshire (UNH), we've been through three big cancellation projects in the past decade and, to hear the faculty tell it, we are at bare bones. Collection Development has a box full of requests for new subscriptions. At



this point, it is even hard for faculty to find a title to cancel in order to substitute for a new title. Serial publications are taking an 80%

chunk out of our acquisitions budget. Yet, it is the portion of the collection that we know the least about. Why are we getting these titles? What made us subscribe to them in the first place? When did we first subscribe? Who initiated the first order? Are those people still around? We have been running around telling everyone who would listen that our 6,000 title subscription list was too low, yet, did we really know that? How much more did we need? What was that need? What dollar figure would Collection Development give the

continued on page 16

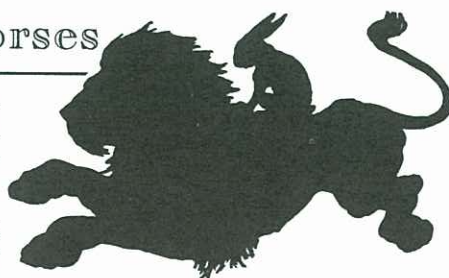
If Rumors Were Horses

Wow! Just as we were "in press" — what exciting news! **Dan Tonkery** has been named President and COO of **Faxon North America Subscription Services!**

Heard from the always smiling **John Long** <jlong@springer-ny.com> — does he ever get depressed? After 4 1/2 years at the **Institute of Physics**, John has moved from IOP to **Springer-Verlag NY, Inc.**, as of Jan. 27. He will continue to work with the North American Library Community and with major book vendors (non-medical) as a Library Sales Mgr. Here's his new phone: 401-467-8567 and fax: 401-467-8644.

Wrote **Elsie Pritchard** (Morehead State University) <e.pritch@morehead-st.edu>. Felt guilty bugging her about **Doc Aquis** with all the horror stories of the flooding in Kentucky! She said that she and her family are on high ground, and her county wasn't badly hit by rain. **Mary McLaren** (U. of Kentucky) <MCLAREN@UKCC.UKY.EDU> is fine too. She says that they had water in the basement where they never had before — came in through the walls and even "bubbled up" through cracks in the cement floor! And, on top of all that, **Winn Thierl** worked on **Doc Aquis** in spite of having her twins in the hospital with pneumonia. So, y'all better turn — quick — to read **Doc Aquis**, this issue, page 73.

Word is that **Joseph Branim** is the new director of the **University of Central Florida Libraries**. Congratulations, Joe!



What To Look For In This Issue:

JSTOR	29
Unique Identifiers	75
News Services	79
Interviews	
Jim Ulsamer	36
Joseph Andrews	37



1043-2094(199704)9:2;1-0

continued on page 6

From Your (pocketbook-deprived) Editor

Okay. I admit it. I lost my pocketbook in the exhibits at ALA Midwinter. Thanks to **Buzzy Basch** and **Joyce Ogburn** I was able to survive for a couple of days. But it turned up two days later — all intact — thanks to Joyce and Buzzy and all the ALA people who are honest and turned it in! I am forever grateful. Librarians and publishers and vendors are honest. You heard it here.

This issue of *ATG* is LOADED with information. We have an article from **Robin Lent**, **Louise Lane**, and **David Buckley** on the "R" word (what faculty really read), and more on the "S" (serials) word from **Linda Brown**. **Joyce Ogburn** was also astute enough to get **Corinne Ebbs** and **Laurie Preston** to write about what their library is doing with fulltext. We have a great article on object identifiers from **Brian Green** and **Mark Bide** of Book Industry Communication / EDItEUR). Also an article on JSTOR from **Ron Chepesiuk**.

Interviews this time are with **Jim Ulsamer** and **Joseph** (the incredibly patient) **Andrews**. And we have a contribution from **Irving E. Rockwood**, Editor and Publisher of *Choice*, called "Inside Choice." This article lets us inside this publication that all of us use for book reviews and tells us a little about how items are selected for review there.

Gotta go. I have to take my daughter somewhere and I can't seem to find my ... pocketbook! Happy reading and happy spring. The azaleas and dogwoods are out in Charleston and the horrible heat has not set in yet. This is when it would be nice to have a convertible top on the house!

Yr. Ed. 



Against the Grain — Deadlines 1997 Volume 9



Event	Issue	Insertion Order	Camera-Ready Copy
ALA Annual	June 97	4/23/97	5/7/97
Reference Books Issue	September 97	7/2/97	7/16/97
Charleston Conference	November 97	9/3/97	9/17/97
ALA Midwinter	December 97/January 98	11/5/97	11/19/97

Rumors from page 1



The American Association of American University Presses has published its **1996/97 Directory**. This directory offers a detailed introduction to the publishing programs and personnel of the member presses of AAUP. Submit orders to AAUP, Attn.: **Chris Terry**, 584 Broadway, New York, NY 10012, ISBN: 0945103107. \$16.00 postage paid.

Electronic Online Systems (EOS) International has announced that **Joe Matthews** has joined the company as the new Vice President of Sales. Joe has twenty years of experience in the library industry. As president of his own consulting firm which he founded in 1976, he completed a number of assignments including evaluations of automated library systems, determining the feasibility of automated library systems, and exploring Interlibrary Loan and resource-sharing, as well as the preparation of RFPs for over 100 libraries. Joe has also worked at **MARCorp, Inc.**, **Data Research Associates, Inc.**, **Geac Computers**, and **Inlex, Inc.** EOS International's Corporate headquarters is located in Carlsbad, California and it produces a number of library automation software product lines including the **Q Series™**, a powerful GUI client/server automation system for medium- to large-sized libraries, and the **Graphical Library Automation System (GLAS™)** a newly released Windows-based library automation system for smaller li-

braries. If you want more information, contact **Leigh Connor** at <marketing@eosintl.com> or <<http://www.eosintl.com>>.

Heard from **Melissa Surber** (Univ. of South Carolina Law Library) <melissa@LAW.LAW.SC.EDU>. Melissa was missing some of *ATG* and wanted to know if they are available. We can usually provide missing issues. Just ask us!

CatchWord Ltd and **Publishers Communication Group, Inc.** (PCG) are pleased to announce their agreement to collaborate in representing CatchWord's RealPage software in the United States. Under the terms of this agreement, PCG will provide customer service staff and office facilities for CatchWord to serve U.S. publishers, as well as install and maintain a mirror Web site. CatchWord was founded in 1994 to provide Internet publishing services to academic and scholarly journal publishers, enabling them to market and sell their titles easily, securely, and affordably on the Internet. CatchWord uses its own RealPage software to store and deliver articles from a network of servers around the world. For further information, try <sales@catchword.co.uk> or <<http://www.catchword.co.uk>>.

A well-balanced report for a general audience on **how libraries are dealing with censorship on the Internet** is located at <<http://www.msnbc.com/news/5963.asp>>.

Am heading up to Chapel Hill in April for the UNC SILS Board of Visitors meeting. Looking forward to seeing Chapel Hill, my
continued on page 8

Rumors from page 6



alma mater, in springtime. Looking forward also to meeting up with **Kathy Ketterman** (UNC-Press) <kjketter@email.unc.edu> and **Janet Flowers** (UNC Davis Library) <jflowers@email.unc.edu> and many more people. I may not have time to come home.

Just learned that **The Institute of Physics** has won the **Corporate Web Site of the Year Award**. The company received the award at the **1996 Corporate Publishing Awards** gala dinner at the Rembrandt Hotel in London on the evening of 13 February. Reporting the judges' findings, **Conrad Taylor** of the **Information Design Association** recognised the high standards in design, content and functionality of the Web site. "The site is light on graphics and uses HTML conservatively to suit a wide range of Web browsers on all platforms," said Taylor, "The home page is dense with links, as are many pages, but the site is surprisingly easy to navigate." The judges drew particular attention to the importance of designing a Web site to serve its intended audience: "For the scientific community, the Internet is not a playground but a place to work, and the Institute of Physics uses its Web site as a medium for the online publication of 31 scholarly journals, plus related abstracts and letters, with a search engine." The judges also noted that this was the only Web site nominated to offer downloadable documents formatted for print (in PDF and PostScript formats). "This is a great reward for a lot of hard work by many people throughout Institute of Physics Publishing," said **Andy Stevens**, Software Development Manager, after receiving the award on behalf of the company. Did y'all meet him at the **1996 Charleston Conference**? **Anne Dixon**, Electronic Publisher at **Institute of Physics Publishing** was also at the Conference! The Corporate Publishing Awards were originated by **Popular Communication Courses Ltd.**, as an independent set of awards to acknowledge the high standards achieved by the publishers of company, member and customer publications. This was the fifth year of the awards. In addition to the Institute of Physics, other nominees were: **Shandwick Interactive** on behalf of **Shell UK** (runner up); **Microsoft Magazine** (Sweden) produced by **Appelberg Publications AB**; **Ford UK** (produced by **RW Hearne of Allan Burrows, Ltd**); **Consolidated Financial Insurance**, produced by **Net Benefit**; and **Charles Barker, plc**. Of those six corporate sites on the judges' short list, only the **Charles Barker** and **Institute of Physics** sites were produced in-house. Further information is available from **Anne Dixon**, Institute of Physics Publishing, Techno House, Redcliffe Way, Bristol, BS1 6NX; tel: +44 (0)117 929 7481; fax: +44 (0)117 929 4318 <anne.dixon@iop-publishing.co.uk> <<http://www.iop.org>>. Congratulations, Anne and Andy and hope to see you next year!

Chadwyck-Healey has announced the release of **ArchivesUSA™**, a new unparalleled electronic resource for archival research. **ArchivesUSA** provides information on nearly 4,400 U.S. repositories and over 100,000 manuscript and other special collections in a fully searchable format by linking three major resources: **DAMRUS** (*Directory of Archives and Manuscript Repositories in the US*); **NUCMC** (*National Union Catalog of Manuscript Collections*); and **NIDS US** (*National Inventory of Documentary Sources in the United States*). For more information, stop by Website <<http://chadwyck.com>> or call 800-752-0515.

And, thanks to **Chadwyck-Healey**, access to a lot of public policy is just a mouseclick away. **Policy Research Online File** provides access to an ever-expanding group of organizations concerned with public policy. More than fifty groups are currently included with over 7,500 abstracts summarizing books, research reports, monographs, working papers, etc. For more information, try visiting the Website listed above.

During **ALA Midwinter** in Washington, besides losing my pocketbook, I met **Herbert Johnson**, the innovative founder of many publishing companies, including, most recently, **JAI Press** and avid supporter of **ATG**. A man I have always wanted to meet so I was thrilled to do so! If you want to read more about him, see **Papa Lyman**, this issue, page 68, and who knows, maybe he'll let us interview him one of these days ...

This information comes off of **SERIALST**. Major Russian newspapers are now available online in full image and text, delivered in **Acrobat PDF** format. Newspapers cover politics, government, arts, culture, family, sports and entertainment. If you would like to know more then visit <<http://www.russianstory.com>>. **Alexander Gruntsev** is President and CEO, **Russian Story, Inc.** <grampo@russianstory.com> Russian Periodicals Online <<http://www.russianstory.com>>

The newspapers have been full of details about what's going on in Albania, but I wanted to call **Farfuri Xhaja** myself just to hear her voice. Did you see the interview in **ATG**, v.8#5 (November, 1996), pp. 39-40, 42-43. Well, after a few busy signals, I was able to hook up directly with Farfuri at her home in Tirana, Albania. She sounded pretty good considering. Farfuri said that there is fighting in the streets and that a lot of people are armed that shouldn't be. Obviously, she and her family (husband, son, and daughter Denada) are staying indoors. The National Library is closed and there has been no school for the past two weeks. The grocery stores are closed, but they have enough food for now. She is just hoping that the new government will be able to restore order. Let's keep our fingers crossed and send her all our love and strength.

Over **CNI-Copyright**, **Mitch Turitz** <turitz@SFSU.EDU> sent a brief listing of some sites to visit to locate some free electronic journals — *The ARL Directory of Electronic Journals and Newsletters*: <<http://arl.cni.org/scomm/edir/index.html>>; *American Journalism Review* (AJR) newslink: <<http://www.newslink.org/news.html>> and the Ultimate Collection of News Links: <<http://pppp.net/links/news/>>.

Thanks to **Eamon Fennessy** (The Copyright Group) <EFENNESSY@worldnet.att.net> and his staff, see this issue page 66, for all their work on **On the Street** this issue compiling some information regarding Book Reviews.

Okay. You heard it here. **Sandy Paul** has a NEW email address. Make a note of it <skpassoc@internetmci.com>. She has also arranged for **Brian Green** of **BIC** to write a fascinating paper on product identifiers, see this issue, page 75. I mean it. This is exciting!

The **Institute for Scientific Information (ISI)** will be hosting celebratory events throughout 1997 in commemoration of the 40th anniversary of **Current Contents (CC®)**, the weekly current awareness database bounded by **Eugene Garfield** and introduced by **ISI** in 1957. Events will include receptions at international conferences and industry meetings, anniversary parties, and an essay contest with a \$4,000 grant award. The grant award announcement will be made at the **International Online Meeting** in London in December, 1997. I remember when I was working at **Duke University Medical Center Library** — a new librarian just out of the chute when I was first introduced to **CC** — that was in 1975, and our researchers just had to have it! If you want to know more about all this, why not look up **Judy Luther's** GREAT interview with **Eugene Garfield** in **ATG** (see June 1996, v8#3, p. 34) and visit ISI's Web site at <<http://www.isinet.com>>.

Talk about lucky. **Tom Leonhardt** was lucky enough to attend the **Faxon Institute for Against the Grain!** We are hoping to get reports on this awesome conference from both **Julia Gelfand** (UC Irvine) and **Tom the Leonhardt**. Stay tuned ...

Eleanor Cook (Appalachian State) <COOKEI@conrad.app-state.edu>, also the Editor of **Acqnet**, was recently at a preservation meeting being run by **Harlan Green** (UNC-CH, one time **Charleston Historical Society**, associate director) and book author, too, no less (Harlan has written, among other things, *Why We Never Danced the Charleston*). Anyway, small world. Eleanor stayed at a Bed and Breakfast on Halsey Street (Bed But No Breakfast) owned by some acquaintances of mine — **Marion Greely** and **David Knott**. Their son used to be in the same school as my daughter, Ileana. Eleanor and I saw a little bit of each other. The only thing that got in the way was — you might have guessed it — work! Anyway, Eleanor will be interviewing Harlan for **ATG** shortly and she says that **From the Firehose** will be back ...

continued on page 10

Rumors

from page 8



Project Muse, a pioneering electronic scholarly publishing venture of the **Johns Hopkins University Press**, has recently announced the achievement of a landmark goal of forty academic journal titles available online as of January 1, 1997. The Project, which is located online at <http://muse.jhu.edu/>, continues to expand its holdings in the humanities and social sciences, including the recent acquisition of *Postmodern Culture* and the launching of *Theory & Event*, both electronic-only titles. When the **Johns Hopkins University Press** and the **Milton S. Eisenhower Library** joined forces in 1995 to launch **Project Muse**, it represented one of the first ventures of its kind. The project's purpose was to enable worldwide networked access by subscription to the fulltext of the Press's scholarly journals, and to make works of scholarship more widely available within individual university communities by using online technology to produce affordable electronic journals. Funded by the **National Endowment for the Humanities** and the **Andrew W. Mellon Foundation**, Project Muse offers materials relevant to core curricula in major subject areas and is one of very few electronic journal resources in the humanities. "While our initial schedule called for us to reach the 40-journal milestone at the end of 1997, we accelerated our production to begin the year with all forty journals online," explains **Ellen Sauer**, Project Manager for Project Muse. "By offering a comprehensive database for a full calendar year while we still have grant assistance, we will have the opportunity to observe market reaction to our model, gather usage statistics, and make informed projections regarding the future potential of electronic publishing at the Johns Hopkins University Press." Over 260 campuses and institutions have subscribed to the full Project Muse database, including the entire **Virginia state academic library system**, the **University of California system**, the **California State Universities**, the **Library of Congress**, the **Cleveland Public Library system**, and the **Carnegie Public Library system of Pittsburgh**. International subscribers include academic libraries in Denmark, Norway, Canada and the United Kingdom. All told, some 2.3 million institutionally-affiliated academics and another 4 million residents of Cleveland and Pittsburgh are able to access the Project Muse journals without interference of password or payment. For more information about the electronic journals program at **The Johns Hopkins University Press**, contact **Melanie Vandermark** at (410)516-3846 or email melanie@jhupress.jhu.edu.

And let's focus for a minute on *Postmodern Culture* (mentioned above), America's first peer-reviewed electronic humanities journal. Founded in 1990 as a ground-breaking experiment in scholarly publishing on the Internet, *Postmodern Culture* created its medium, its audience, and its methods. Not just the first publication of its kind, *Postmodern Culture* is also the longest-surviving electronic journal, the first electronic journal published by a university press, the first peer reviewed journal to appear on the World Wide Web, and the first academic journal to publish networked multimedia. *Postmodern Culture* provides a forum for commentary, criticism, theory, and debate on topics ranging from identity politics to the economics of information, from readers in the text to writers at the mall. *Postmodern Culture* consistently delivers serious analysis of important ideas, along with reviews, cultural observations, poetry, fiction, and experiments in media and genre. Born online and raised in the World Wide Web, this journal continues to redefine the boundaries of scholarly publishing. Published three times a year in September, January, and May, *Postmodern Culture* retains its pioneering electronic-only format and now has over 260 university, community college and public libraries subscribing, providing access to 2.3 million institutionally-affiliated academics and another 4 million residents of Cleveland and Pittsburgh (through their public library systems). Sample issues and demonstration materials for **JHUP/Project Muse** journals are available online and can be viewed and searched using any World Wide Web browser (such as Netscape, Internet Explorer, Mosaic, or Lynx) at: <http://muse.jhu.edu/> Or go directly to *Postmodern Culture*'s homepage: http://www.press.jhu.edu/journals/postmodern_culture/.

And speaking of **Johns Hopkins**, just heard from **Thomas Izbicki** (who reminds me of my brother which of course means I like him) izbicki@jhu.edu. Tom is working on a "think piece" on the future of the printed journal which may lead to the "almost paperless" society, which suggests that printed journals will be replaced, but that users still will print at point of use.

The **State of West Virginia** and **VTLS Inc.**, have announced that 120 of the 175 **InfoMine** workstations have been installed by VTLS in public and school libraries throughout the state. The workstations are installed in at least one high school in each county and in selected rural public libraries. These workstations provide West Virginia residents with access to the Internet, their email and numerous library catalogs across the state. Ask **Barbara Schneid** schneidb@vtls.com for more info.

The world's first completely virtual university, the **Universitat Oberta de Catalunya** (UOC), translated — **The Open University of Catalunya**, opened its "doors" for classes in September of 1995. The university is unique in that the 1,500 students who attend the UOC do not sit in lecture halls, sleep in dormitories, or eat in the cafeteria. Rather, they remain at home in front of a PC equipped with a modem which enables them to connect to their classes via the Internet. There are two "virtual librarians" to help students during the day. Communication with the librarians is done by email through the virtual campus and the response time is virtually instantaneous. **Barbara Schneid** (above) can tell you even more!

I don't know what to say. When we were thinking the groundhog was correct here in Charleston (the beginning of spring, no more winter) it was **gulp** snowing other places up north! Like in Saline, Michigan where **Edna Laughrey** (Ads Manager, **ATG**) is and where **Lyman Newlin** (Papa Lyman) is — 5 inches for her and 10 inches for Lyman! Ouch!

At ALA Midwinter, I met **Myriam Contiguglia** Myriam@input-culture.com, a vivacious new employee with **Input Culture**. Also spoke briefly with the fantastic **Roger Williams** whose wife just happens to be good friends with Drena, a non-library friend of mine (but she's okay anyway, we have to make allowances). Myriam is going to start doing the **Library Profiles** (have you missed them?) with the next issue of **ATG**, I hope!

Got a great article from **Russ Dennison** rdennison@winona.ms-us.edu the other day. Stay tuned ...

Heard from **Jola Prinsen** Jola.Prinsen@kub.nl the other day about the **International Summer School on the Digital Library** in Tilburg, Netherlands from August 10-22, 1997. Pretty interesting. You can find some information on the summer school at <http://cwis.kub.nl/~ticer/>.

Got excited the other day because I had a message forwarded to me from our Conference Center. **Amanda Bowen** (Harvard Fine Arts Library) abowen@pop.fas.harvard.edu was interested in getting more information about the **1997 Charleston Conference**. Hey, Amanda, come on down!

Got a real nice note from **Rom Steensma** (Nedbook) info@nedbook.nl about the invoice that he got for his **ATG** renewal! He said that he was glad to pay it! Wow! I hope this is the start of a trend and I also hope that Rom will be in Charleston this year! Locate him in Amsterdam at <http://www.nedbook.nl>.

And you know, **ATG** renewal invoices allow us to renew more than a subscription! They allow us to renew old, dormant friendships. Just did so when I got an email from **Larry Erlbaum** (Lawrence Erlbaum Associates) lerlbaum@erlbaum.com. He writes that he and his wife took a month-long cruise around vacation time that took them to Rio, Buenos Aires, then on a cruise down the Argentine coast, to the Falklands, through the straits of Magellan, and up the coast of Chile to Valparaiso.

Had a wonderful dinner in Washington with **Liz Chapman** elizabeth.chapman@economics-library.oxford.ac.uk, **Margaret**

continued on page 12

Rumors

from page 10



Robb (both work at Oxford University, but Margaret isn't a Brit, like Liz. She is a "dynamic Southern woman," Liz says.), **John von Knorring** <HJVK@aol.com> and his lovely wife Robin, **Lyman Newlin**, yours truly, and the guest of honor, John's and Robin's adorable little poodle **Puddles**. Anyway, talk was about England, of course, and John's new publishing company, **Stylus Publishing** (see *ATG*, v.9#1, p.6) A good time was had by all and I think that John is on a roll.

Liz (above) had written a paper with **Derek Law** entitled "Death of a Salesman," which she showed to me for my input. Very well done, this paper talks about the difficult position of serials subscription agents. Liz should be giving a version of it this year in **Charleston at the Conference** — November 6-8. Will you be there?

Speaking of the **Charleston Conference 1997**, **Barbara von Wahlde** (Director, SUNY Buffalo) will be the library keynoter, **Fred Philipp** (BNAM) will be the vendor keynoter, and **Mary Ann Liebert** (Mary Ann Liebert Publishers), will be the publisher keynoter. Not bad, eh?

You know, people REALLY read *Against the Grain*. I am not making it up. **Tina Feick** <FEICK@BNAMF.BLACKWELL.COM> wrote to say that she got calls about her mention in *ATG*'s Dec./Jan. issue (see v.8#6, p. 72) before she even got home to pick up her issue. How 'bout that!

Speaking about that — how 'bout those **College of Charleston Cougars**! They almost made the sweet sixteen of the NCAA basketball tournament. For those of you who didn't think I paid any attention to sports, I don't. I just couldn't miss this one. And **Sue Sommer-Kresse** (Vice President of Enrollment Management now, but back then she was Dean of Continuing Education), the woman who supported the **Charleston Conference** when it got started way back when, is the wife behind College of Charleston's coach, **John Kresse**.

And recently *Against the Grain* got a fax from **Alfred Gans**, Managing Director of **ISA Australia**. Alfred wants to reprint **Dan Tonkery's** "Changing the Subscription Services Pricing Model" (*ATG*, February, 1997, v.9#1, p.65) in his firm's newsletter, *Issues*. Alfred wants to continue the discussion that Dan started. Stay tuned ... Coming soon to an *Against the Grain* near you.

And the February — **Annual Report Issue** — of *ATG* is getting rave reviews. Also heard from **Leslie Dowd** of **OCLC** who wants to make copies of **Corrie Marsh's** "Collection and Technology Trends" (*ATG*, February, 1997, v.9#1, p.22, 24). Clearly, *ATG* is the journal to read! Where the industry is talking first. Have you read it yet?

Rick Heldrich (Professor of Chemistry & Biochemistry at the College of Charleston who writes frequently for *ATG*) <heldrichr@cofc.edu> tells us to check out this Web site of the **ACS** <<http://www.acs.org/cpt/library.htm>>. Rick has also been perusing a homepage that **Edwin Shelock** <edwin.shelock@turpion.ioc.ru> (who seems to change email addresses a lot) and a lot of his friends worked hard on a site for Russian scientists. So here's another address for you to visit: <<http://turpion.ioc.ac.ru/>>

How many of you send contracts for licensing electronic materials by fax? There was recently a discussion on <liblicensel@pantheon.yale.edu>. If you are not a subscriber to this list, you should consider it. **Ann Okerson** <aokerson@miner-va.cis.yale.edu> is one of the movers and shakers behind it.

Claire Fund <fundc@cofc.edu> was reading in the *Chronicle of Higher Education*, 24 Jan., 1997, p. A23 that a computer scientist at British Columbia has designed a set of software tools called **WebCT** (for Web Course Tools) that allows instructors to design online courses, create their own Web sites, hold interactive and bulletin-board-type discussions, and administer exams, all on the Internet. Professors simply enter their own material into pre-prepared forms, and the virtual classroom takes shape. WebCT is already being used

in more than 70 courses at the University of British Columbia, and the program is available for testing to faculty members outside the university. Once testing is completed, the program's authors plan to charge a fee for its use. The address is <<http://homebrew.cs.ubc.ca/webct/>>.

Claire (above) is always reading. Here's another tidbit from *Science*, 17 January, 1997, p. 327 — It's coming. — The vision of computers powerful enough to organize and index huge treasure troves of scientific literature using intelligent functions such as "vocabulary switching" — 32 years after it was first outlined in **J.C.R. Licklider's** *Libraries of the Future* (1965). Large-scale simulations on the **HP Convex Exemplar** supercomputer at the **National Center for Supercomputer Applications** have begun the largest vocabulary switching computation ever achieved in information science. Future developments will require automatic indexing with scaleable semantics to coordinate searches among the one billion repositories likely in the next century.

We told you about **Ken Dowlin** in the last issue of *ATG* (see v.8#6, p. and v.9#1, p.15). **Bob Neville** (College of Charleston) <NEVILLER@cofc.edu> (now there's a serious basketball fan), sends word that you can get more media details from <<http://www.sfgate.com/cgi-bin/chronicle/article.cgi?file=MN13227.DTL&directory=/chronicle/archive/1997/01/22>>. Now that's a mouthful. And there's more in the **New York Times**, January 26, 1997, p.8.

Heard from **Nigel Hollingworth** (Sage) <NIGEL_HOLLINGWORTH@SMTPLINK.SAGEPUB.COM>. Was trying to see how he's been doing since we hadn't talked in some time. Nigel says he's doing great and went to Yosemite over Christmas, where it was a real English wash out so he felt right at home! Did anyone run into him in Washington in February at **AAP/PSP**?

Recently had a bam-zowie interview with **Gail Schlachter** (Reference Service Press) <findaid@aol.com>. As many of you know, Gail started **Reference Service Press** in her mother's apartment in 1985. Gail's very first book that she published — *Guide to Reference Services in Library and Information Services* — was chosen by *Choice* for its "Outstanding Books of 1986" list. Gail has recently won the **Louis Shores-Oryx Press Award** to recognize excellence in the reviewing of books and other materials for libraries. I know you can't wait to read her upcoming interview because I want to read it again myself! The thing about these interviews, is that you can read and re-read them!

Was "emailing with" **Dave Mitchell** (Guilford Publishers) <dmitch@guilford.com> who says that he's been very busy since he came back from a visit to Stockholm right before Christmas. He said he was broke and tired, but he was still working, trying to find out what he should do about a book that is the second edition of a book by a different title. You know, I would still love to get a sort of "Group Therapy" type of column on these types of issues that publishers are especially interested in. Is anyone out there interested in helping me put this together? <strauchk@cofc.edu>

On Monday, January 27th, 1997, **Academic Book Center** created the first **PromptCat Shelf-Ready book** for the **University of California at Berkeley** by attaching a locally printed spine label matching the PromptCat cataloging record. UC, Berkeley has selected Academic Book Center to provide shelf-ready materials through PromptCat for its approval plan and firm order books. They are one of four OCLC-approved field test participants to receive PromptCat spine labels, but are the first to actually have a book so processed.

I saw **Dick Dougherty** (U. of Michigan) <rmddoughe@umich.edu> briefly at ALA Midwinter. Can you imagine that he thought I was avoiding him? What can I say? Between my hateful bifocals and my loss of my pocketbook (see this issue page 6), I was pretty discombobulated in Washington. Ah, the once and future librarian.

Anyway, if I could have talked to Dick (above), I would have asked him about this intriguing workshop that he is planning —

continued on page 14

Rumors

from page 12



Organizing Library Work for the Next Decade: Alternatives to the Public/Technical Services Model, May 18-20, 1997, in Ann Arbor, Michigan.

Was reading a post on Serialst from **Kelly Cannon** (Muhlenberg College Library) <kannon@HAL.MUHLBERG.EDU> who will be participating in an ALA discussion group this summer on the subject of computer centers merging with libraries. She was seeking input from serials librarians who have experienced such a merger firsthand, or who are in the process of merging.

CARL Corporation has announced the introduction of **DIALOG@CARL™**, a Web-based interface to **DIALOG** databases, available exclusively from **CARL Corporation**, a **Knight-Ridder Information** company. With **DIALOG@CARL**, information users of all kinds can now for the first time search more than 300 **DIALOG** databases quickly and easily. Prior to the introduction of **DIALOG@CARL**, this wealth of information resources required a familiarity with **DIALOG** search language to navigate the databases. **DIALOG@CARL** reinforces **CARL's** commitment to delivering the best public access tools available to library users today. Links to URLs in the full bibliographic record lead the user to new Websites or new subject searches in the **DIALOG** databases. Searches can be broadcast against **DIALOG** databases and **Z39.50**-compliant library catalogs and predefined quick searches give users easy, fast searches in various subject areas. In addition, links to **UnCover** and **SourceOne** document delivery services provide easy, expedient access for ordering articles and other documents. One agreement with **CARL** is all that is needed for access to the hundreds of databases, many of which are not available through any other suppliers. **DIALOG@CARL** is purchased on a flat annual fee basis. This allows a subscribing institution to have unlimited use of any of the **DIALOG@CARL** database collection on a per simultaneous user connection basis. For further information, contact **Cindy Yan** at <cyan@carl.org>.

And there's more. **CARL Corporation** and **Research Libraries Group (RLG)**, a consortium of universities, archives and other institutions serving research and learning have just announced a strategic partnership to expand **DIALOG@CARL™** to include **RLG's CitaDel** databases and the **RLIN Bibliographic Database**. "By marrying the richness of **RLIN** and **CitaDel** with the breadth of **DIALOG@CARL**, we are giving libraries and their users a single source for unequaled access to information," said **Martha Whittaker**, vice president of marketing at **CARL Corporation**. The **CitaDel** files are a set of international article-citation files that index and abstract journals, conference proceedings, books and dissertations. The **CitaDel** files cover a significant range of research and scholarly disciplines, ranging from anthropology and art to Latin-American studies to international science. The **RLIN Bibliographic Database** is a combined catalog created by more than 250 university libraries, museums, and archives. **RLIN's** 27 million titles describe books and periodicals, manuscripts and personal papers, films and photographs, recordings and music scores, maps and drawings, and more. The **RLIN** database is a key resource for scholars. **DIALOG@CARL** plus **RLIN** and **CitaDel** will be offered to **RLG's** 155 member libraries and other subscriber libraries. Contact: **Dodie Ownes**, 303-758-3030. <downes@carl.org>. <<http://www.carl.org/news/rlg.html>>.

I tell you, **ATG** is being quoted everywhere. It's the journal to read! Just heard from **Jenny Lorentowicz** <jenny.lorentowicz@city.mississauga.on.ca> who has just taken over as Editor of the **CSISAC newsletter**, the Canadian counterpart of **CSISAC**. She wants to reprint from **ATG**. I'm looking forward to getting a copy!

Julia C. Blixrud (Senior Program Officer, Association of Research Libraries) <jblix@cni.org> sends word that the **Association of Research Libraries** has published "Licensing Electronic Resources: Strategic and Practical Considerations for Signing Electronic Information Delivery Agreements," written by **Patricia**

Brennan, **ARL Information Services Coordinator**, **Karen Hersey**, **Intellectual Property Counsel** at **Massachusetts Institute of Technology**, and **Georgia Harper**, **Office of the General Counsel** for the **University of Texas System**. This 23-page booklet is designed to assist librarians in the development of a process for reviewing and negotiating license agreements. The authors provide a general overview of the strategic and practical questions that academic and research library license negotiators should consider before entering into any formal agreement. They also provide a checklist of the educational, library, and fair uses permitted under copyright law and new conditions that may be introduced by the terms of a license. Individual copies are \$10 each and orders must be prepaid to **ARL Publications — Licensing Department 0692**, Washington, DC 20073-0692, fax: 202-872-0884 <pubs@cni.org>.

This issue of **ATG** (the one you're just reading) has some interesting followup on the fulltext issue that **Joyce Ogburn** (Old Dominion Univ.) <ogburn@lib.odu.edu> raised in **ATG** ("Is fulltext half full or half empty," v.8#6, p.70). See this issue, p.7 for some letters to the editor as well as a new installment of **Acquiring Minds want to know**, by **Corinne Ebbs** and **Laurie Preston** of **James Madison University**, this issue page 70.

And speaking of fulltext, **Judy Luther** <jluther@earthlink.net> is doing an article on fulltext options through subscription agents and publishers and indexing services prior to **ALA summer (ATG, June 1997, v.9#3)** (as a guide for folks in the exhibits) with notes of new developments (from **Faxon**, **EBSCO**, **Blackwell's**, **SWETS**, **IAC**, **OCLC**). Wow! Sounds like just what we need. And be sure to look at **Judy's** innovations column in this issue, page 79. It's about news services on the desktop.

Debbie Wilcox (New Hampshire College, Manchester, NH) <wilcoxde@vax002.nhc.edu> — a many-times attendee of the **Charleston Conferences** wrote to say that she missed 1996, but is planning for 1997.

Stopped by to see the new electronic subscription service by **ADONIS** and spoke at length with the awesome **Paul Ashton** <74674.3144@CompuServe.COM>. **ADONIS** believes that the new electronic subscription service is a very big step forward from the old Document Delivery product. **Henk Compier**, **ADONIS' managing director** from Amsterdam was also at the booth. If you aren't familiar with this product, you might want to write Paul and he also promised me an article for **ATG**. Soon, right Paul?

This is from the **liblicense listserv** — An up-to-date view of how Australia is dealing with "fair use" can be found at <<http://www.copyright.com.au/doc/calendar1.html>>.

Loved hearing from **Maggie Rioux** (Information Systems Librarian, **MBL/WHOI Library**, Woods Hole Oceanographic Institute, Woods Hole, MA 02543-1541.) <mrioux@mbi.edu>. She did a library profile a few years back for **ATG** (see **ATG**, April 1994, v.6#2, p. 12-13 & 80). You may want to re-read it! Anyway, **Maggie** says that she's riding the electronic collection development theme this year! Like a lot of us.

I recently communicated with **Natalie Seweryn** (New York Public Library) <nseweryn@nypl.org> who is a regular at the **Charleston Conference** but had too many irons in the fire to come in 1996 (but, yes, she renewed her sub to **ATG**!). Anyway, next time you run into **Natalie**, please tell her that she has to let us interview her for **ATG**! Okay?

Ran into **Leigh Watson-Healey** <leighwh@concentric.net> at **ALAMW**. She looked as good as always and her consulting business is going great!

Alison Grant (Acquisitions Department, University of Auckland Library, New Zealand) <A.GRANT@LibraryServer.lbr.auckland.ac.nz> is coming back to the **Charleston Conference** and this time she is going to speak! She is thinking about discussing fallacies that are commonly held. Sounds pretty interesting, doesn't it? And you know who else (I hope) is coming? **Gita Gunatilleke** (Head of

continued on page 60

coupled with increasing use of approval plans and outsourcing, have reduced many college libraries' need for the type of service traditionally provided by *Choice*. Over the longer run, they may pose a potential threat to the future of the scholarly book itself.

Dealing with the transition to electronic publishing: Last but hardly least, *Choice*, like other scholarly journals, is in the midst of a transition to electronic publishing. While electronic publishing may, or may not, ultimately reduce *Choice*'s costs of publication — the jury is still very much out on this much discussed issue — in the short term it represents an added expense. In fact, the initial investment required to make this transition will have a significant impact on the *Choice* budget over the next several years. Some "creative" financial thinking will be required if *Choice* is to fund this transition entirely from its own limited resources.

And yet all is not gloom and doom. *Choice*'s future holds promise as well as challenges, and there are tools available for dealing with these obstacles. These include:

Increased Automation: *Choice* has a long history of "pushing the envelope" in publication technology. Some of the experiments involved, like the "sequential camera" of 1963-64, were unsuccessful. Others, like the installation of the *STAR* database in 1988, have proven highly beneficial. In the past year, *Choice* has completed the expansion of the office network (LAN) so that all staff members now have access to the network and a common set of *Windows* applications. Email was added in the spring of 1996. Web access, first provided in 1996, will shortly be greatly enhanced, and a search is now underway for a new subscription system to be purchased in the current fiscal year. In addition, we hope shortly to greatly reduce the amount of in-house keyboarding by automating the review entry process and streamlining the process by which bibliographic records are created. Within the next 12-18 months, we will begin accepting reviews by email, a process that will both increase *Choice*'s operating efficiency and

reduce the interval between title selection and the appearance of the published review.

Marketing: Over the years, *Choice* has devoted far more time and energy to editorial matters than to marketing. While this has helped ensure the quality of *Choice*'s basic product and to maintain its good name and reputation within the library community, it has also meant that marketing has been somewhat neglected. In fact, *Choice* does not currently have — and so far as I can determine never has had — a staff position devoted to marketing. By the end of the current fiscal year, it will.

Product Development: The greatest promise of all for *Choice*'s future lies here, in product development. In fact, *Choice* has already made significant strides in this area by licensing its reviews for use in electronic products from well-established library vendors such as **Reed/Bowker**, **SilverPlatter**, **CARL**, **Brodart**, and **Primary Source Media**. The great virtue of licensing is that it allows *Choice* to tap new markets — library patrons for example — at relatively little cost. Through increased efforts in this area, we hope to greatly expand *Choice*'s presence in a variety of markets that would be impossible for *Choice* to reach via its own resources. In addition, the mandatory transition to electronic publishing, however painful, will bring with it a plethora of new possibilities, including customized publications and publications directed to new audiences. Finally, by steadily increasing its coverage of new types of library materials, notably electronic products, *Choice* can and will ensure the continued relevance of its services to the library community.

As *Choice* looks forward to its 35th anniversary and beyond, it is clear that the next few years will be a time of transition. At some point in the not too distant future, it may be possible to see more clearly what lies ahead — or it may not. Perhaps *Choice*, like other human organizations, will continue to chart its course from day to day, its daily maneuvers shaped by the tides and breezes of the present even as it steers toward a future that invariably lies tantalizingly close yet always just over the horizon. Of this we can be sure. If *Choice*'s future continues to be shaped by its past, there is great cause for optimism. 🌱

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Rumors from page 14



Collection Management, Victoria University of Wellington, New Zealand)
<gita.gunatilleke@vuw.ac.nz>.

This site has a **special report on copyright law** — including a quiz that helps determine whether you follow legal procedure — <www.news.com/Quiz/Entry>.

I have a confession to make. One of my favorite people in the world is **Glenda Alvin** (Acquisitions/Collection Management Librarian, The College of New Jersey, 609-771-2412)<alvin@TCNJ.EDU>. Glenda just sent *Against the Grain* a great article. You will read it here soon ...

Speaking of favorite people, I missed **Sharon Mckay** (Blackwell North America) <SMckay3746@aol.com> at ALA Midwinter but talked to her over the phone about **Blackwell's Collection Manager**. I did speak to **Alison Roth**, a charming and very astute salesperson herself!

The homepage for the study "Public Libraries and the Information Society" is <<http://www2.echo.lu/libraries/en/plis/homeplis.html>>.

The March 17, 1997 issue of *The Nation* is a provocative read. Called "The Crushing Power of Big Publishing: The National Entertainment State II," its fifty pages are packed with articles about the publishing era that we are living through. It's a contrast of several publishing worlds — conglomerate publishing versus serious, university, and independent publishing. You should read it and maybe write an essay about it for *Against the Grain*.

Nicholas Veliotis is retiring as president of **AAP** and **Patricia Schroeder** has accepted the position of president and CEO of the **Association of American Publishers**. Woman Power!

Well, that's about all the space we have this issue — so — see you next issue ... and Happy Spring! 🌱